

CITY OF BAYFIELD

SB219

Post Office Box 1170
125 South First Street
Bayfield, Wisconsin 54814

715-779-5712
Fax 715-779-5094
Office of the Mayor and Clerk

Resolution No. 260

A resolution prepared by Citizens for a Scenic Wisconsin, whereby seeking support from our Legislatures to create stricter rules and regulations regarding off premise signs

Whereas, there are increasing number of large off-premise signs in the Wisconsin landscape, at approaches to Wisconsin cities and towns and in our communities.

Whereas, it is apparent that at the rate of approximately 400 new signs a year, many of them taller than ever, there will be signs with commercial messages almost everywhere we go and we will see them whether we want to or not.

Whereas, these signs, often referred to as billboards, are detracting from the scenic character of our state and from the enjoyment of our surroundings.

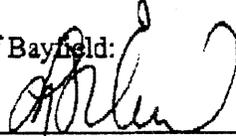
Whereas, they reduce the attractiveness of Wisconsin to tourists and to the businesses that could be relocated in Wisconsin.

Now, therefore be it resolved that the City of Bayfield in view of the above, and recognizing this as a statewide issue that individual communities cannot effectively control, we support statewide legislation that would stop the construction of any new billboards and that would provide funding for the gradual removal of billboards starting with those in the most scenic areas.

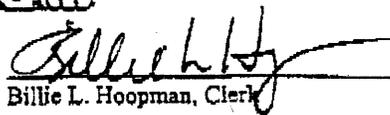
Be it further resolved, while we see no need for off premise signs that advertise products and services that can be more appropriately advertised in other media such as newspapers, radio and TV, we recognize the value of signs that provide information of value to a traveler such as directions to gas stations, and hotels, and this we support a system of tasteful tourist-oriented directional signs that would augment the logo signs in use of freeways.

Adopted by the City of Bayfield this 12th day of July, 2000.

City of Bayfield:

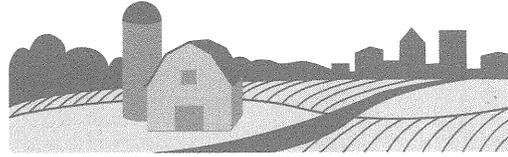

Larry J. MacDonald, Mayor

I, Billie L. Hoopman, Clerk of the City of Bayfield do hereby certify that the foregoing resolution was adopted by the City of Bayfield Common Council at a meeting on 7-12-2000


Billie L. Hoopman, Clerk

**CITIZENS FOR A
SCENIC WISCONSIN**

7525 Oakhill Avenue
Wauwatosa WI 53213
www.scenicwisconsin.org



November 1, 2000

Dear Member or Friend,

Citizens for a Scenic Wisconsin has organized a campaign to promote legislation to control the giant billboards that have been going up at an increasing rate and ruining our landscape and littering our communities.

In January 2001, Senator James Baumgart of Sheboygan will introduce a bill that would call a halt to the construction of any more billboards (off-premise signs), provide for the gradual removal of the most disturbing signs by towns & counties and allow expanded use of small, tasteful "tourist-oriented directional signs" (TODS). This legislation is similar to laws already in effect in five other states. It will cost taxpayers nothing and it's what we need in Wisconsin.

Demographic data from *Scenic America* indicate that a majority of people feel that outdoor advertising has become excessive. Baumgart's bill will not become law, however, unless enough people let their elected representatives know how they feel.

Please take a few minutes to write, phone or email your state senator and your state assemblyman (all legislation must be passed in both chambers) in Madison and let them know how you feel about the encroachment of commercial messages into our daily lives.

For help in preparing your message look at the enclosed example of a message. If you want additional background or information about outdoor advertising, visit the *CSW* website at the address above. You can send an email directly to your senator and assemblyman from the web page "Get Involved". If you don't know who your senator or assemblyman is, the page allows you to look them up. You can also call *CSW* and ask.

Plan to prepare and send your message before Thanksgiving. It is important to get the message to Madison well before the Senate and Assembly sessions begin on January 2 and your representatives get too busy. This campaign depends on the action you take.

Sincerely,


Charles Mitchell
president

Enclosures.

To join *CSW*, please use the enclosed application – we need your support.

Phone 414-258-8604 Fax 414-258-9672 mail@scenicwisconsin.org
CSW is a not for profit corporation

Pat —

Joe Dany of
La Crosse sent me
his comments on our
proposed annual permit
fee rule revision.
With his comments
was this copy for
the Senator.

Deb Grucaya
11-14-00

Deborah
would you
please see that
Mr Baumgart
gets this copy
Jol

JOSEPH W. DAVY
404-B GILLETTE ST.
LA CROSSE, WI. 54603
(608) 785-0332

11/11/00

Deborah A. Brucaya
Statewide Outdoor Advertising and Permit Coordinator
Bureau of Highway Operations, Department of Transportation.

Re: Public Hearing on proposed changes to
Chapter Trans 201, Wisconsin Administrative Code,
Relating to annual fees for outdoor advertising signs.

Deborah:

Thank you for the information submitted on your Oct, 30 communication. I do want to express my concern on this matter for a number of reasons.

First, as a member of the La Crosse Sign Study Committee I have become very much aware of the antiquated and in my opinion, the totally unfair practice of allowing, with little or no control, the problem of "BILLBOARD BLIGHT & PROLIFERATION". The practice of issuing a one-time permit for a Billboard and NOT collecting annual fees is beyond conception. Not only is it an unacceptable practice from a financial position it is just as unacceptable from a control standpoint. In our city alone (and I am aware that this rule does not cover the Cities, but the same controls should apply) we have a Total of "178 Billboard Structures" and "341 Billboard Faces". Of the above inventory, count confirmed by the City Planning and Assessors Offices, 132 Structures or 74%, are controlled by one Sign Company. Of the 341 Billboard Faces, 258 or 76%, are controlled by the same Company. According to the information that I have obtained from District # 5 of the Dept. of Transportation, this same Company has approximately 112 signs that DO fall under this concern and Trans 201.

This example I believe, demonstrates the status of the State of Wisconsin's situation on the entire primary highways and highways in the national highway system.

In order to have control, it is necessary to have an Annual report of each and every sign and for financial reason "AND TAXPAYERS BENEFIT" it is VITAL that the present system be brought up to today's standards.

It has long been a practice of the industry to obtain permission for a sign of a certain size and at a later date come back and enlarge the sign without permission or a new permit.

The practice of allowing **NON-CONFORMING** or **GRANDFATHERING** signs should be stopped immediately. In the recent edition of the "SCENIC AMERICA" publication, it provides **MANY** examples of abuse and misuse within the industry. The money generated from Annual Fees alone, would more than cover the cost of accounting and provide the added income necessary for improvement within the system.

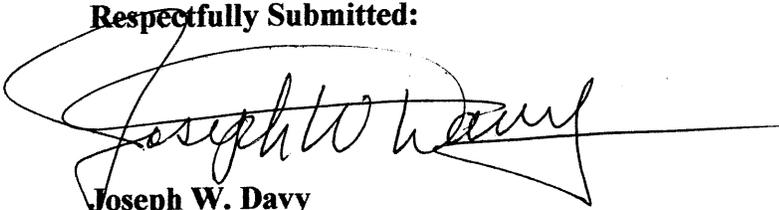
How to get rid of so-called Legal Non-conforming and Grandfathered signs can be relatively simple. Generally the industry accepts the period of 10 years as the life of a sign structure. So rather than grant a 10 year period or try and use the system of amortizing the structure which has been challenged by some states, but not in all and not in Wisconsin at this time. Establish the construction date of that or a sign and based on a 10-year life, **GRANDFATHER, ONLY** the remaining years of that 10-year life span. (Ex: A sign up for 6 years would have to be removed after 4 years from passage of such a law)

Another factor is the Fees collected. Again a very simple program is to establish a Permit or Fee charge based on the size (Square Feet) of a sign. This not only controls the sign owner from enlarging the sign but also is a fair basis for establishing the cost. The proposed fee schedule could be acceptable and is much better method than the present "no method" system that we not have.

Finally, attention should be given to the practice of Sign Companies stating that they **DONATE "X"** number of sign and space for Community and Social events. Keep in mind that that a sign company can and most often **DOES** deduct the amount of the lost revenue as a tax deduction. A \$500,000 claimed deduction or loss in revenue from this type of claim results in a **Estimated \$200,000 PROFIT for that Company** (Including Federal and State taxes totaling 40% paid by a company with a \$100,000 income, it amounts to Approximately \$200,000.

Thank You for the opportunity to express my views and if I can be of any further assistance, Please do not hesitate to contact me.

Respectfully Submitted:



Joseph W. Davy

cc: Citizens for a Scenic Wisconsin
Charles Mitchell, Pres.

Enclosed support material

(LIST UP-DATED AND CONFIRMED ON 11/7/00)

THE FOLLOWING IS A RECAP OF THE TOTAL NUMBER OF BILLBOARD STRUCTURES AND THE TOTAL NUMBER OF BILLBOARDS LOCATED WITHIN THE CITY OF LA CROSSE.

THESE NUMBERS ARE TAKEN FROM RECORDS ON FILE AT THE CITY PLANNING DEPARTMENT AND THE CITY ASSESSORS OFFICE.

Members of each of the City departments confirmed Numbers contained in these records. The Planning Dept survey was developed with the assistance of a local major sign company.

(These numbers are presented with assurance of being within 3% accurate)

THESE RECORDS SHOW.

There are 178 Structures supporting Billboards in the City of La Crosse.

132 of these Structures are "owned, leased, or controlled by COLLINS SIGN CO."

(This represents 74% of all Billboard Structures in the City)

There are 341 BILLBOARD FACES attached to the above 178 Structures.

258 of these Billboards are owned, leased, or controlled by COLLINS SIGN CO.

(This represents 76% of all Billboard Faces in the City)

According to the UNITED COULEE REGION, Land Use Planning Committee Report, dated Oct 28, 1998, the following statements taken from the survey show the following. (Para 4b.) According to state and county records:

LA CROSSE COUNTY has over TWICE as many billboards as Eau Claire County.

The total square footage of billboards in La Crosse County is 2.5 TIMES

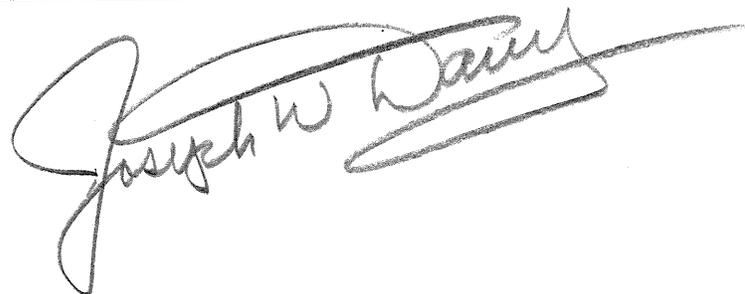
GREATER than the total square footage of billboards in Eau Claire County.

The Total land area in La Crosse County is equal to 72% of Eau Claire County's TOTAL land area.

Given the statistics listed above, the billboard surface area per acre of land in La Crosse County is 3.7 times GREATER than the BILLBOARD surface area per acre of land in Eau Claire County.

(Para 6.) The Coulee Region would benefit from a detailed document for the entire area. A regional planning document could identity regional issues that merit a regional decision-making process.

SHOULD THE UNITED COULEE REGION PROMOTE THE REGULATIONS OF SIGNS FOR THE ENTIRE AREA?

A handwritten signature in black ink, appearing to read "Joseph W. Dancy", is written over a horizontal line. The signature is cursive and somewhat stylized.

Vasby, Tara

From: dschlieman@aol.com

Sent: Monday, March 12, 2001 2:03 PM

To: rep.richards@legis.state.wi.us

Subject: Article from bizjournals.com: Billboard bad boy vows to 'become part of landscape'

Hello from bizjournals.com! donna schlieman (dschlieman@aol.com) thought you might like the following article from The Business Journal:

The sender's comment about the article:

I do not know if you are aware of Bressler from Florida and the billboards they have recently erected in Mil. The article is self explanatory. A good reason for regulations of billboards across the entire state. The villages of Shorewood and Whitefish Bay have a strong sign ordinance and do not allow billboards.

Media Journal

Billboard bad boy vows to 'become part of landscape'

Rich Kirchen

The purveyor of billboards that, in the words of Milwaukee Ald. Tom Nardelli "look like crap," vows to continue penetrating the Milwaukee area.

However, Bressler Outdoor Advertising L.L.C. president and chief executive officer David Bressler says his firm will tone down its billboards and their placement to comply with sign ordinance amendments adopted by the Milwaukee Common Council Feb. 27.

Bressler contends that incumbent billboard companies Eller Media and Lamar Advertising, which are among the largest in the nation, conspired to target upstart Bressler Outdoor and block the new competitor from Milwaukee.

"They have the most locations locked up and they also have connections at the political level to do what they did in Milwaukee," Bressler says.

An Eller executive and Nardelli dismissed Bressler's claim.

Nardelli noted that he—not Eller or Lamar—initiated the crusade to crack down on Bressler's billboards, which began appearing in the city late last year. The incumbent billboard companies simply joined the discussion to "provide some input," says Paul Sara, Milwaukee division president for Eller, which is based in Phoenix.

"Any kind of accusation that anyone would protect their turf is absolute nonsense," Sara says. "We believe in strong competition and wouldn't limit anybody's ability to build signs."

Bressler Outdoor, Winter Park, Fla., has recently entered the upper Midwest with intrusive, maximum-size billboards that are erected very close to streets and at a lower height than most existing boards. David Bressler, after working as an executive

at other outdoor advertising companies, founded the company in June 2000 and has received venture capital financing from The Wicks Group, New York City.

Bressler says Milwaukee is the third community where he has encountered legislated opposition from entrenched competitors. He sees a pattern where outdoor firms that usually oppose regulation on size and location suddenly support restrictions.

"As soon as we hit the scene, the long-standing cry of 'leave us alone' changes to 'we need tighter restrictions against people like this,'" Bressler says.

Nardelli says that, when he first saw Bressler Outdoor's signs, he assumed they already were prohibited because they were so close to lot lines and the street. However, after checking with the city zoning staff, he learned Bressler's signs were legal.

While the signs were in compliance, Nardelli says they are a "blight" on his district, where six were erected, including one at the driveway of an abandoned gas station. The others are on the far south side.

"We're not going to let a company come in here, willy-nilly, and make the city of Milwaukee look like crap for their financial gain," Nardelli says.

Nardelli sponsored ordinance amendments that increase the setback from lot lines for billboards; reduce the maximum billboard size in certain areas; and prohibit erecting billboards over driveways. All the existing billboards in the city, including Bressler's, are exempt from the ordinance amendments because they are grandfathered.

The revamped sign ordinance will stop any billboard firm from "doing what Bressler has done," Nardelli says.

Now that the ordinance changes are policy, Bressler says his firm will continue to comply with the law. He says representatives of his firm are "ready and willing" to work with Milwaukee officials on future billboards.

"We plan on being a part of Milwaukee's landscape," Bressler says.

So far, Bressler Outdoor has plotted its course along streets that the incumbent outdoor firms do not consider prime locations. The arterial streets of the northwest and far south sides are not high-demand sites for advertisers, says Kurt Weis, Milwaukee-area general manager for Lamar, which is based in Baton Rouge, La.

"We could've bought those locations, and we passed on them," Weis says.

Most of the growth in the industry is in the newer, developing areas, not in the city of Milwaukee, Weis says.

Bressler disagrees with Weis' assessment of Bressler Outdoor's sites. Bressler says they have value to advertisers, and "our phones are ringing." Bressler says his firm is seeking additional locations.

Most of the existing Bressler Outdoor signs have no advertising, but list an "800" number to call to place an ad.

"We provide a competitive alternative to the two larger companies," he says.

OAAW

OUTDOOR ADVERTISING ASSOCIATION OF WISCONSIN

44 EAST MIFFLIN STREET, SUITE 101
MADISON, WISCONSIN 53703
608-286-0764

April 2, 2001

MEMORANDUM

TO: All State Legislators

FROM: Janet R. Swandby
Executive Director

RE: **Donations**

Every year, the members of the Outdoor Advertising Association of Wisconsin (OAAW) donate billboard space to nonprofit community and charitable organizations. This space is worth millions of dollars to the not-for-profit sector across Wisconsin. In 2000, statewide efforts were to support the Children's Trust Fund and the Life Planning Services available through the Wisconsin State Bar, Medical Society and Hospital Association.

Attached is information on, and examples of, the donations made by Eller Media in the past year. Eller serves the Greater Milwaukee area.

If you have questions, or know of not-for-profit groups which would like to use outdoor advertising to promote their messages, please give me a call at the OAAW office: (608) 286-0764.

JRS/
Attachment

INTERGOVERNMENTAL COOPERATION COUNCIL OF MILWAUKEE COUNTY

c/o City of Greenfield, 7325 West Forest Home Avenue, Greenfield, Wisconsin 53220

Resolution Seeking Support from our State Legislature to Create Stricter Rules and Regulations regarding Off-Premise Signs

WHEREAS, There is an increasing number of large off-premise signs in the Wisconsin landscape at approaches to Wisconsin cities and towns and in our communities; and

WHEREAS, It is apparent that at the rate of approximately 400 new signs a year, many of them taller than ever, there will be signs with commercial messages almost everywhere we go, and we will see them whether we want to or not; and

WHEREAS, These signs, often referred to as billboards, are detracting from the scenic character of our state and from the enjoyment of our surroundings; and

WHEREAS, They reduce the attractiveness of Wisconsin to tourists, and reduce the attractiveness of the communities in which we live and work; now, therefore, be it

RESOLVED, That the Intergovernmental Cooperation Council of Milwaukee County, composed of 19 Mayors and Village Presidents of Milwaukee County and the Milwaukee County Executive, supports the efforts of Citizens for a Scenic Wisconsin; and, be it

FURTHER RESOLVED, That the Intergovernmental Cooperation Council of Milwaukee County recognizes the value of signs that provide information to a traveler such as directions to gas stations, restaurants and hotels, and thus we support increasing the use of logo signs before exits on freeways and advocate expansion of the system of tasteful tourist-oriented directional signs; and, be it

FURTHER RESOLVED, That the Intergovernmental Cooperation Council of Milwaukee County supports legislation that encourages local regulation of billboards and that would provide funding for the gradual purchase and removal of billboards starting with those in the most scenic areas.

Adopted: April 23, 2001

Timothy T. Seider
Timothy T. Seider, Chairman
Intergovernmental Cooperation Council
of Milwaukee County

Bayside-Brown Deer-County of Milwaukee-Cudahy-Fox Point-Franklin-Glendale-Greendale
Greenfield-Hales Corners-Milwaukee-Oak Creek-River Hills-St. Francis-Shorewood
South Milwaukee-Wauwatosa-West Allis-West Milwaukee-Whitefish Bay

Henderson, Patrick

From: Miller, Rob-OPA
Sent: Thursday, April 26, 2001 9:28 AM
To: Rep.Ainsworth; Rep.Albers; Rep.Balow; Rep.Berceau; Rep.Bies; Rep.Black; Rep.Bock; Rep.Boyle; Rep.Carpenter; Rep.Coggs; Rep.Colon; Rep.Cullen; Rep.Duff; Rep.Fitzgerald; Rep.Foti; Rep.Freese; Rep.Friske; Rep.Gard; Rep.Gronemus; Rep.Grothman; Rep.Gunderson; Rep.Gundrum; Rep.Hahn; Rep.Hebl; Rep.Hoven; Rep.Huber; Rep.Hubler; Rep.Huebsch; Rep.Hundertmark; Rep.Jensen; Rep.Jeskewitz; Rep.Johnsrud; Rep.Kaufert; Rep.Kedzie; Rep.Kestell; Rep.Krawczyk; Rep.Kreibich; Rep.Kreuser; Rep.Krusick; Rep.Ladwig; Rep.LaFave; Rep.Lasee; Rep.Lassa; Rep.Lehman; Rep.LehmanJ; Rep.Leibham; Rep.Lippert; Rep.Loeffelholz; Rep.McCormick; Rep.Meyer; Rep.Meyerhofer; Rep.Miller; Rep.Montgomery; Rep.MorrisTatum; Rep.Musser; Rep.Nass; Rep.Olsen; Rep.Ott; Rep.Owens; Rep.Petrowski; Rep.Pettis; Rep.Plale; Rep.Plouff; Rep.Pocan; Rep.Powers; Rep.Reynolds; Rep.Rhoades; Rep.Richards; Rep.Riley; Rep.Ryba; Rep.Schneider; Rep.Schooff; Rep.Seratti; Rep.Sherman; Rep.Shilling; Rep.Sinicki; Rep.Skindrud; Rep.Starzyk; Rep.Staskunas; Rep.Steinbrink; Rep.Stone; Rep.Suder; Rep.Sykora; Rep.Townsend; Rep.Travis; Rep.Turner; Rep.Underheim; Rep.Urban; Rep.Vrakas; Rep.Wade; Rep.Walker; Rep.Ward; Rep.Wasserman; Rep.Wieckert; Rep.Williams; Rep.Wood; Rep.Young; Rep.Ziegelbauer; Sen.Baumgart; Sen.Breske; Sen.Burke; Sen.Chvala; Sen.Cowles; Sen.Darling; Sen.Decker; Sen.Ellis; Sen.Erpenbach; Sen.Farrow; Sen.Fitzgerald; Sen.George; Sen.Grobschmidt; Sen.Hansen; Sen.Harsdorf; Sen.Huelsman; Sen.Jauch; Sen.Lasee; Sen.Lazich; Sen.Meyer; Sen.Moen; Sen.Moore; Sen.Panzer; Sen.Plache; Sen.Risser; Sen.Robson; Sen.Roessler; Sen.Rosenzweig; Sen.Rude; Sen.Schultz; Sen.Shibilski; Sen.Welch; Sen.Wirch; Sen.Zien
Cc: Cook, Robert; Thelke, Linda
Subject: Fees for outdoor advertising signs

To: Wisconsin State Legislators and staff

From: Wisconsin Department of Transportation

Date: April 26, 2001

Re: Fees for outdoor advertising signs

To assist you with possible constituent contacts, the attached fact sheet provides some background information regarding fees WisDOT will be collecting from owners of certain outdoor advertising signs.

WisDOT will be mailing fee notices to sign owners May 1, 2001. The fact sheet includes a list of WisDOT district sign coordinators if you have additional questions.



Signfacts.doc

Rob Miller
WisDOT Office of Public Affairs
608/266-2405 fax: 608/266-7186



Wisconsin Department of Transportation

Office of Public Affairs, P.O. Box 7910, Madison, WI 53707-7910 608/266-3581 FAX: 608/266-7186 www.dot.state.wi.us

4/25/01

FACT SHEET NEW STATE LAW SETS FEES FOR OUTDOOR ADVERTISING SIGNS

- In accordance with a new state law, the Wisconsin Department of Transportation (WisDOT) will begin collecting a yearly renewal fee from owners of outdoor advertising signs.
- An annual \$35 fee will apply to all “off property” signs on private lands along numbered Wisconsin highways. “Off property” refers to signs that are not located near the site they are advertising.
- An annual \$50 fee will apply to “non-conforming” and grandfathered signs – these are signs that were installed prior to the state’s 1972 sign control law or signs erected legally after the law was enacted, but that no longer meet the requirements for a new sign permit.
- Several types of signs are exempt from the new fee, including service club and religious signs of eight square feet or less, farm signs, on-premise signs, real estate signs on the property for sale, and official signs erected by public officers or agencies.
- Other signs not subject to the fees because they are on the highway right-of-way and are covered under separate fee programs include: the blue background signs that are in the Tourist Oriented Directional Sign program (TODS); or in the Specific Information Sign program (SIS); and the six-foot long, white directional arrow board signs.
- The 1999 Wisconsin state budget (Act 9) authorized WisDOT to assess fees to the owners of outdoor advertising signs in order to recoup a portion of the costs associated with the state’s regulation of outdoor advertising signs. Among the objectives of the annual fee is a need to provide a reliable inventory of signs and the owners of the signs.

- The new fees replace the previous fee charged only upon application for a sign permit. Those fees had been set nearly 30 years ago and were no longer adequate. The new fee process is documented in the recently adopted Wisconsin Administrative Code (Trans 201.035).
- Recently, WisDOT sent 4,000 postcards to sign owners to verify their addresses in WisDOT records. Another 2,000 sign owners will not receive postcards because of incomplete addresses.
- A sign owner's name and address must be displayed on all regulated signs. However, if a sign owner's address is on file with WisDOT, then only the owner's name need appear on the sign.
- There are approximately 15,000 regulated signs in Wisconsin and 5,000 sign owners impacted by the new fees.
- WisDOT is mailing/has mailed fee notices to sign owners May 1, 2001. The due date for the fees is 60 days after the notice is mailed or as otherwise stated on the fee notice.
- If sign owners do not receive a fee notice in early May for any signs they have along numbered state or federal highways, it is important they contact their local WisDOT sign coordinator (list attached). Signs for which no fee is received by the due date may be subject to removal.
- In addition to the \$35 or \$50 annual renewal fee, a one-time application fee of \$175 is required for new sign permit applications effective May 1, 2001.

CONTACTS

Local WisDOT sign permit coordinators

WisDOT Central Office (Madison), Deb Brucaya, Outdoor Advertising Signs Coordinator,
608/266-3813 deborah.brucayc@dot.state.wi.us

District 1 (Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Rock, and Sauk counties), Cindy Belcher, 608/246-7906 or cindy.belcher@dot.state.wi.us

District 2 (Fond du Lac, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties), Thomas Fowler, 262/548-5890 or thomas.fowler@dot.state.wi.us

District 3 (Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, and Winnebago counties), Melvin Martin, 920/492-5650 or mel.martin@dot.state.wi.us

District 4 (Adams, Green Lake, Juneau, Marathon, Marquette, Portage, Waupaca, Waushara, and Wood counties), John Zielinski, 715/421-8082 or john.zielinski@dot.state.wi.us

District 5 (Buffalo, Crawford, Jackson, LaCrosse, Monroe, Richland, Trempealeau, and Vernon counties), Stephen McGovern, 608/785-9057 or stephen.mcgovern@dot.state.wi.us

District 6 (Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, St. Croix, and Taylor counties), Richard Prissel, 715/836-2724

District 7 (Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, and Vilas counties), Jane Nelson, 715/365-5758 or jane.nelson@dot.state.wi.us

District 8 (Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, and Washburn counties), Patricia Pollock, 715/392-7984 or patricia.pollock@dot.state.wi.us

Henderson, Patrick

From: C Mitchell [cmitchll@execpc.com]
Sent: Monday, May 21, 2001 5:39 PM
To: Baumgart, Senator
Subject: Endorsement by Cities & Visit in Madison



Sign Resolution by ICC
of Mke ...

Dear Sen. Baumgart and Pat Henderson:

The concept of statewide billboard control got a strong endorsement in the form of a Sign Resolution by the Intergovernmental Cooperation Council of Milwaukee County. (See attachment.)

I will be in Madison on Thursday 5/24 and would like to visit you and discuss how we can help you pass your billboard bill. We are asking our members to contact their senators and assemblymen, starting with the senators on the Tourism & Transportation committee. I would like to spend a half-hour with you and talk about other things we can do to be most effective.

Chuck Mitchell, president, Citizens for
a Scenic Wisconsin

COSPONSORSHIP MEMO

May 23, 2001

TO: ALL LEGISLATORS

FROM: SENATOR JIM BAUMGART

RE: CO-SPONSORING LRB 0716/1 relating to the billboard elimination grant program and prohibiting the erection of new billboards.

Wisconsin's tourism industry plays a vital role in the health of our state's economy. I will be introducing legislation relating to the billboard elimination grant program and prohibiting the erection of new billboards in an attempt to maintain the scenic beauty that draws people to Wisconsin. If you would like to sign on to **LRB 0716/1** please contact my office through e-mail or call **6-2056** by June 11, 2001.

Analysis by the Legislative Reference Bureau

Under current law, no person may erect or maintain an outdoor advertising sign visible from the main-traveled way of an interstate or federal-aid highway unless he or she possesses a license issued by the department of transportation (DOT), the sign complies with applicable regulations, and, if the DOT has promulgated a rule requiring payment of an annual permit fee for the sign, and the person has paid the annual permit fee. DOT may remove signs that are improperly placed or that do not conform to applicable requirements but, for each sign removed, must pay just compensation to the owner of the sign and to the owner of the land on which the sign is located.

This bill prohibits the erection of new billboards but allows existing billboards to be maintained and to vary their advertising and informative displays, except that the height of any existing billboard may not be increased.

The bill also creates a billboard elimination grant program, administered by DOT, to provide grants of financial assistance to cities, villages, towns, and counties to acquire and eliminate billboards. The bill requires DOT to promulgate a rule requiring payment of an annual permit fee for the sign and provides that the fee must be at least \$200, of which \$200 from each fee is used to fund the grants. If a billboard is eliminated, and it meets the eligibility criteria for a specific information sign or a tourist-oriented directional sign, review of its application is expedited and, with respect to a specific information sign, the application is given priority over other applicants if all spaces for business signs on the specific information sign are currently being used.

For further information see the *state and local fiscal* estimate, which will be printed as an appendix to this bill.

OAAW

OUTDOOR ADVERTISING ASSOCIATION OF WISCONSIN

44 EAST MIFFLIN STREET, SUITE 101

MADISON, WISCONSIN 53703

608-286-0764 May 24, 2001

MEMORANDUM

TO: All Wisconsin State Legislators

FROM: Janet R. Swandby
Executive Director and Lobbyist

RE: Do Not Cosponsor Senator Baumgart's Billboard Legislation (LRB 0716/1)

Senator Jim Baumgart is circulating LRB 0116/1 for cosponsors. His bill would prohibit the erection of new billboards and create a billboard elimination grant program. The Outdoor Advertising Association of Wisconsin (OAAW) opposes the Senator's proposal which is designed to eliminate an entire industry.

Please review the following before deciding whether or not to cosponsor Baumgart's bill:

A New and Scary Type of Tax

LRB 0716/1 is the first example I have seen where an industry would be taxed (i.e., an annual fee collected by the State) so that the monies collected could be used to eliminate that very industry. In Senator Baumgart's bill, new fees would be collected from those who own outdoor advertising signs, and the money would be used to "buy out" existing signs.

Anti-business

The outdoor advertising industry is a highly regulated and legitimate business which employs thousands of people in Wisconsin. More important, the citizens of Wisconsin have consistently demonstrated that they find the information on billboards to be useful. Billboards exist because they serve the traveling public and the businesses which need an effective, inexpensive form of advertising.

Threat to Tourism

More than 70% of all billboards in Wisconsin advertise tourism-related businesses. Without this means of reaching the traveling public, many restaurants, hotels, gas stations, attractions, campgrounds, and golf courses would suffer.

The members of OAAW hope you decide NOT to cosponsor LRB 1706/1. If you have questions about the outdoor advertising industry, please do not hesitate to contact me.

Henderson, Patrick

From: C Mitchell [cmitchll@execpc.com]
Sent: Friday, May 25, 2001 4:43 PM
To: David Conover; Paul Steinhauer; Wendy Taylor; Carol Catlin; David Fry; Roy Aiken; Larry MacDonald; Pat Dvorak; Cornel Hausler; Rob Thielke; Tom Miller; Michael Krenn; Senator Baumgart; Chuck Mitchell; Dave Hartig; Richard Chenoweth; Janet Dahl; Paul Fowler; Craig Karr; Brad Studstrup; Dennis Briggs; Lloyd Rank; Lowell Klessig; Barbara Thomas; Robert Kennedy
Subject: Call for Action to Promote Billboard Control Legislation

Senator Baumgart of Sheboygan has finished the billboard control legislation (finally) and it is Senate Bill 2001. This bill is very similar to bills Baumgart has prepared in previous sessions: It prohibits construction of any new billboards, raises money to fund selective gradual removal of billboards by increasing annual permit fees on existing billboards (no cost to the taxpayers), and provides priority for a billboard user to get a tourist-oriented directional sign if his billboard is removed.

In a meeting with Baumgart's aide Pat Henderson yesterday, I was informed that the bill will go to Baumgart's Environmental Resources committee where it will almost certainly get a public hearing. This means we have to be ready to appear at the hearing in support of the bill, most likely in late July or early August.

Right now we must act to encourage cosponsors of the bill. Please write or call your senator and assemblyman and ask them to sign on as a co-sponsor of SB 2001. The more co-sponsors, the more likely other senators are to take the bill seriously and to vote for it. The bill will be out for co-sponsors until late in June, then it will go to the committee.

Co-incidentally, our excellent new literature is now printed. 2500 sets of literature will be mailed in about 10 days and 2500 more in 40 days. This literature (a brochure, an "eye exam", a letter and a pledge card) is useful in getting people interested in getting active with CSW and with their state representatives. I will send each of you 20 sets.

This truly is the time for us to actively express our position on scenery and billboards to our state representatives, and to get as many others as we can to do the same. We have a good chance of passage in the Senate, but passage in the Assembly will require extra effort.

Chuck Mitchell

Wright's Rockview Ranch
W. 1723 County Hwy. N.
Lyndon Station, WI 53944

AUG 28 2001

8/20/01

Dear Senator Bumgart

I understand that you have introduced Senate bill 219 which would ban bill boards along highways. In my opinion we already have sufficient laws and regulations controlling the placement and maintenance of bill boards.

As a former business owner along I 90 & 9E I know how important a bill board can be to a business. I own a considerable amount of land adjacent to the interstate. My income from leasing land for bill boards is an essential part of my retirement income. The boards also are essential to the economy of this area please do not pursue this bill

Sincerely Harry Wright

Henderson, Patrick

From: Jean De Vita [devitajbm@charter.net]
Sent: Tuesday, August 21, 2001 9:00 PM
To: Sen.Baumgart

Senator Baumgart,

Although I cannot make the hearing for the Billboard legislation due to my work schedule, I do want to register my support for it. I am impressed by the pro-business side of this argument in terms of making scenic Wisconsin more available to our destination tourists. They are looking for beautiful Wisconsin and cannot see it with all the billboards. I drive the roads of Wisconsin constantly for my job, and get more depressed with the numbers of advertisements that are unreadable and/or clutter the view.

I'd ask this question. How long before all the billboard space is filled and there are no more spaces available! Where else will the industry put these billboards? I'm afraid of the answer!

Robert and Jean De Vita
1207 W. Fourth St.
Marshfield, WI 54449
voice...715.384.5686

email...devitajbm@charter.net

Henderson, Patrick

From: James Henry [jnhenry01@yahoo.com]
Sent: Tuesday, August 21, 2001 7:00 PM
To: Sen.Baumgart
Subject: bill to ban new billboards

Dear Senator Baumgart:

I heartily agree with the intent of your proposed law which would decrease the blight which ugly billboards impose upon Wisconsin. If they were all gone tomorrow, I would never miss any of them. Advertisers could quickly find other ways to get their message out without having to defile the beauty of this state. Thank you for writing and support this bill.

Respectfully,
Jim Henry
4488 Hill Road
Oregon, WI. 53575-2935

Do You Yahoo!?
Make international calls for as low as \$.04/minute with Yahoo! Messenger
<http://phonecard.yahoo.com/>

Draft

August 21, 2001

NAME
ADDRESS
CSZ

Dear:

Recently you had shown some interest in legislation that I have authored dedicated to the removal of billboards from our state highways.

I am pleased to inform you that the Senate Committee on Environmental Resources will take public testimony on Senate Bill 219 on August 30, 2001. The hearing will be at the State Capitol in Madison, in room 411 South. As you may know, SB 219 calls for a ban on new construction of billboards and establishes a grant program to enable municipalities to take billboards down. The proliferation of billboards is robbing us of our most precious resource, our scenic beauty. This bill is designed to reverse that trend.

It will be important for a good showing by the public on this issue to show the other legislators that the citizens of Wisconsin care deeply about the damage done by billboards. I hope to see you at the hearing on August 30th. If you are unable to attend the hearing, please take a moment to contact the other members of the committee and express your feelings. The members of the committee are as follows: Senators Dave Hansen, Robert Wirch, Rob Cowles, and Dale Schultz. They all can be reached at P.O. Box 7882, Madison, WI 53707-7882.

Thank you for your interest in this issue. If you have any questions, please feel free to contact me.

Sincerely,

JIM BAUMGART
State Senator
9th Senate District

JB/ph



State Senator
James R. Baumgart

State Capitol: P. O. Box 7882, Madison, WI 53707-7882 • Telephone (608) 266-2056
Toll-free: 1-888-295-8750 • E-Mail: sen.baumgart@legis.state.wi.us

August 1, 2001

James & Joan French
1515 Ridge Road
Sheboygan, WI 53083

Dear Mr. & Mrs. French:

Thank you for letting me know about your opposition to the proposed budget amendment to allow billboard companies to clear trees and other growth in front of billboard signs. It is very unfortunate that this provision is still in the bill that was sent to the Governor for his signature.

As you know, I have introduced legislation aimed at eliminating any additional billboards being sited in our state. I certainly share your opposition to giving these companies the authority to cut any growth that may obstruct part of their signage along highways. There is no reason for the state to place this kind of authority in the hands of such firms without regard to the natural growth taking place adjacent to billboards. I have also written to the Governor and encouraged him to veto this unwise addition to the state budget.

Sincerely,

JIM BAUMGART
State Senator
9th Senate District

JB:jw

Henderson, Patrick

From: Mark Kolan [markko@home.com]
Sent: Tuesday, June 26, 2001 8:09 AM
To: Sen.Baumgart@legis.state.wi.us
Subject: Billboards

I appreciate your efforts at examining the billboard issue in Wisconsin. .

Condensed, informative signage would be fine and appreciated by motorists. However, the majority of existing "eyesores" increasingly stain the landscape of our great outdoors.

Thank you.

Mark Kolan
4302 Rolla Lane
Madison, WI 53711

Henderson, Patrick

From: Mosley, Dwayne [Dwayne.Mosley@homestore.com]
Sent: Monday, July 16, 2001 6:54 PM
To: Sen.Baumgart@legis.state.wi.us
Subject: billboard story

Dear Senator:

I was thrilled to see your disdain in the story in the Sunday Milwaukee Journal /Sentinel regarding the budget provision to allow billboard clear-cutting.

As a person who has spent much of his 45 years in our great state, I find the growing clutter along highways, especially the Interstate system to be plenty when it comes to billboards.

You have my support in cutting this element out of the budget picture. Thank you, and good luck.

Dwayne Mosley
282 Hickory Court
Hartland, WI 53029
dwayne.mosley@Homestore.com

PAT: 7-24-01 SACK

STATE OF WISCONSIN

To *Jim*
Date *7/18* Time _____

WHILE YOU WERE OUT

M *Elenore Steffen*
N7042 Hanson Rd
of *Hawkins* *54530*
Phone _____

Telephoned		Please Call	
Called to See You		Rush	
Returned Your Call		Will Call Again	

Message *She supports the bill board bill. Thank you for your efforts. Also opposes clearing growth by bill boards. Would like to see ban, like Vermont has.*



Party Receiving Call

July 17, 2110

Senator Jim Baumgart
722 N. 26th Street
Sheboygan WI 53081

Dear Senator Baumgart:

I would like to take this opportunity to offer my support for your recently introduced Bill SB 219, which would ban all new billboards within the State of Wisconsin. I personally feel that such action is long overdue and, in all honesty, I would prefer a ban on all billboards in rural (non-urban) areas.

I am particularly offended by the recent action by Rep. David Ward (R- Ft. Atkinson) whereby he inserted into the pending budget bill a proposal to allow clear-cutting of vegetation on public lands up to 700 feet from billboards. I have already contacted his office and expressed disgust concerning his proposal, and that the public is exempt from debating this important issue. Such actions have no place in a democracy.

Even as far back as the early 1960's, while driving with my parents in our great state, I became concerned about the proliferation of billboards in rural Wisconsin. Since that time, I believe that this blatant form of advertising is now out of hand. Of particular concern are numerous large billboard support pillars being constructed along several highways in central Wisconsin, and are major eyesores even without the advertising. One wonders whether they are being erected in anticipation of being "grandfathered" once your bill becomes law.

Senator Baumgart, please accept my gratitude for your concern for preserving our rural environment. And I must take issue with media comments made by Janet Swandby, executive director of the Outdoor Advertising Agency of Wisconsin, who said that these billboards are needed to maintain tourism. This is nonsense. Those living in Wisconsin already know the location of these tourist locations, as well as those from out-of-state. Other more environmentally acceptable forms of advertising have and are being used to promote tourism. Thank you for following your conscience and what is right rather than reacting to the prevalent advertising lobby in Madison.

Regards,



Richard Harthun
W391 S10607 Meadow Lane
Eagle WI 53119

Cc: Rep. David Ward

Dear Jim -

AUG 13 2001

Enclosed is a well written letter from the Milwaukee Paper about the bill board problem - This issue is very near & dear to my heart as I know it is to yours! Abolishing billboards in this beautiful state needs to be resurrected as a front burner issue. We appreciate the hard work, numerous battles, and ongoing challenges you face with the "other side" in state politics. This paid for, sanctioned, heinous litter of our land is disgraceful! The approach to Sheboygan from S. Hwy 43

How about around Oshkosh and Appleton? If these other beautiful states can achieve a balance with the economics and the environment, why can't this state??

Thanks for your continued help in this and other important environmental matters -

John Plauske
N6523 Brian Trace
Plymouth WI 53073

P.S. Hope you caught fish in Ontario!

August 15, 2001

John Plonske
N6523 Briar Trace
Plymouth, WI 53073

Dear John:

Thank you for sending me the article about billboards being no friend of the tourism industry. As you know, I am in full agreement with the sentiments expressed in that story.

My bill to restrict billboards in Wisconsin, Senate Bill 219, is scheduled for a public hearing before the Senate Environmental Resources Committee on August 30th in Madison and I would hope to report the bill out of committee after that hearing. As far as I'm concerned, this is a "front burner issue" and it should receive legislative consideration. In my Legislative Survey, 67% supported limiting the placement of new off-site billboards in Wisconsin and, hopefully, the time is right to achieve that goal.

Sincerely,

JIM BAUMGART
State Senator
9th Senate District

JB:jw

August 15, 2001

John Plonske
N6523 Briar Trace
Plymouth, WI 53073

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Thank you for sending me the article about billboards being no friend of the tourism industry. As you know, I am in full agreement with the sentiments expressed in that story.

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Sincerely,

JIM BAUMGART
State Senator
9th Senate District

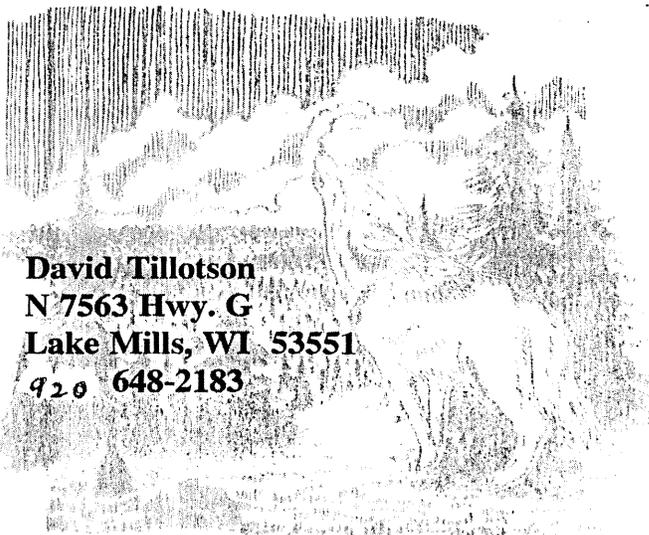
JB:jw

AUG 17 2001

***From now on the cost of doing business
must include the cost of pollution control***

1965 James Quigley

Gov Scott McCallum
Senator James Baumgart
Care of the State Capitol
Madison, Wis
Gentlemen;



David Tillotson
N 7563 Hwy. G
Lake Mills, WI 53551
920 648-2183

13, August 2001

About 20 miles east of Madison, along I-94, there is a stretch of perhaps 200 yards where the road is literally festooned with huge, lighted billboards. "There ought to be a law!"

As ugly as any stretch of road can get.

I thought Wisconsin had a law that would prevent this blatant disfigurement of the beauty of the NATURAL countryside.

There is another patch of rural billboard blight up north (along I-90 -94) near Mill Bluff and Camp McCoy.

Rather than making rural billboards easier to erect and the scenic blight associated with them more grotesque, I suggest that we get rid of the billboards at the earliest opportunity.

As with the zebra mussel (clam), garlic mustard, canary grass, the lamprey eel - once something bad is introduced it is much more difficult to remove it than it would have been to take preventive pre-cautions ahead of time.

So with billboards. Before they are up they should be ruled out of the game. Most especially where the state has provided a somewhat captive audience along our public roadways.

Please, with your veto pen, or with new anti-billboard legislation, do what you can to eliminate scenic blight.

Sincerely *David Tillotson*
David Tillotson

Copies to Dave Ward
Spencer Black

At what point will governmental conservation, like the mastodon become handicapped by its own dimensions? The answer, if there is any, seems to be in a land ethic . . .

1948 Aldo Leopold



Ashland

W I S C O N S I N

AUG 16 2001

August 14, 2001

Representative Frank Boyle
P.O. Box 8952
Madison, WI 53708-8952

RE: Support for Senate Bill 219

Dear Frank,

Please accept this letter in support of Senate Bill 219 pertaining to the regulation of billboards. I am pleased that you have signed as a cosponsor for the bill.

The City of Ashland is struggling with the billboard issue. Recently, the City Council adopted a moratorium on billboard sign applications in order to revise our sign ordinance provisions related to billboards. The City currently has over 60 billboards located within our corporate limits. Many more billboards have been erected on State highways on our municipal border. The City Plan Commission has voted to reduce the total number of billboards but our ability to phase out existing billboards is limited. "Amortization" methods are not allowed and cities lack the financial resources to purchase numbers of billboards. Senate Bill 219 stops the problem from spreading and provides a financial mechanism to recapture scenic vistas.

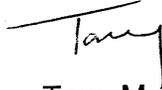
It is my understanding that the Environmental Resources Committee will be hearing this bill on August 30th. Please urge your colleagues to support this bill. I expect that the billboard industry will lobby aggressively against this proposal. Our local billboard company has worked against Ashland officials who are attempting to address this identified local concern. However, their claims of harm to tourism and business interests are not supported by the documented studies by other states and cities that have chosen to regulate billboards more thoroughly. In fact, there is reason to expect that tourism in Northwest Wisconsin may benefit from greater protection of scenic vistas.

I hope the State Legislature will unite in their support of this very progressive legislation that will have immediate positive effects and will be applauded by future generations of Wisconsin residents and visitors.

CITY OF ASHLAND • 601 Main Street West • Ashland, Wisconsin 54806
Phone (715) 682-7071 • Fax (715) 682-7048

Please contact me if I can provide any additional information regarding our local efforts to address billboard concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Tony", with a horizontal line above the first few letters.

Tony Murphy
City Administrator

cc: Senator James Baumgart
Senator Robert Jauch
Representative Gary Sherman
Mayor Lowell J. Miller

The House on the Rock The House on the Rock



phone: 608-935-3639

5754 Highway 23, Spring Green, WI 53588

fax: 608-935-9472

August 21, 2001

To the Committee on Environmental Resources

As a substantial land owner in the State of Wisconsin, I lease a large amount of land to various companies for outdoor bulletin locations. In many locations this is the primary use of the property. The income received from these leases pay the various taxes on these properties.

I noticed in the bill it states that the property owner will be compensated. But this will be a one time payment. The annual income the leases pay would have continued for years. We are obligated to pay our taxes year after year, why should our right to receive this income be taken away? We keep having our rights taken away for various reasons, but taxes keep going up without our consent.

As a business owner of one of the largest tourist attractions in the State, as well as the House on the Rock Inn, The House on the Rock Resort and Springs Golf Course which employ over 400 people, we rely heavily on outdoor advertising.

We need to be able to advertise on billboards and we do not want to see the billboard companies regulated out of business.

This has been one of the worst years we have had in the industry so we need all the help we can get.

I request that you do not carry this bill forward.

Thank you.

Cordially,

Arthur T. Donaldson
Owner

Melanie K. Rummel
Attorney At Law
595 East Longwood Drive
Lake Forest, Illinois 60045

August 21, 2001

Senator James Baumgart
P.O. Box 7882
Madison, Wisconsin 53707-7882

Dear Senator Baumgart:

My family has owned property in northern Wisconsin since 1929 when my grandfather built our summer home on Lake Katherine in Hazelhurst. Over these many years, we have watched disparagingly as this beautiful area has succumbed to more and more commercialization, despoiling its natural beauty. Along with a lack of comprehensive planning and zoning laws, one of the things greatly contributing to this despoilment is the proliferation of billboard signs.

Our winter home is in Lake Forest, Illinois, where my husband is currently a member of the City Council and I have held various positions in local government. Currently, I am a vice president of Lake Forest Open Lands Association, an open space preservation organization. Lake Forest has preserved its historic beauty because of comprehensive planning and zoning laws, which include signage restrictions. These laws are often cited as a major factor in maintaining high property values and a high quality of life in the community. Lake Forest has been frequently recognized by national publications as one of the most desirable and affluent communities in the country.

Friends and associates of ours who have recently purchased homes in northern Wisconsin are attracted to its natural beauty. They find the more commercial pockets proliferating in this area less desirable places to purchase property. Hence, they are heading even further north of Minocqua into more remote areas. These are the very residents most communities should be striving to attract. Summer residents pay property taxes while placing very little demand on local services such as schools. Insuring the maintenance of this area's natural beauty by limiting the proliferation of billboards would be a step toward preserving the very qualities that make this area a most desirable summer retreat for our families and friends.

I applaud your sponsorship of Senate Bill 219 and encourage its passage. Your farsightedness and leadership on this issue will be appreciated by generations to come of families such as mine. Thank you for your service and leadership.

Sincerely,

A handwritten signature in cursive script, reading "Melanie K. Rummel". The signature is written in black ink and is positioned below the word "Sincerely,".

Melanie K. Rummel

Henderson, Patrick

From: barb [brkbbud@pcpros.net]
Sent: Wednesday, August 22, 2001 8:19 PM
To: Sen.Baumgart
Subject: billboards

I would like to express my support for your billboard control bill that is going to the Environmental Resource Committee. I agree that billboards are not only spoiling the landscape, the lighted ones are wasting much needed resources. I would be more than happy to e-mail other individuals to lobby for this bill. I hope it is successful.

Barb Budimlija
2211 Edgewood Ave
Schofield, WI 54476

Henderson, Patrick

From: psigmann [psigmann@dcwis.com]
Sent: Wednesday, August 22, 2001 10:01 PM
To: Sen.Baumgart
Subject: billboards

Here is a comment from a community concerned with the maintenance and improvement of our natural resources. We have no large billboards, but do not wish that the anticipated commercial tourism development would be accompanied by intrusive outdoor advertising (large boards).

Peter Sigmann
President
Little Sturgeon Area Property Owners Association
3732 Rocky Shore Drive
Sturgeon Bay, WI 54235

Henderson, Patrick

From: Ken Kenworthy [tvcken@newnorth.net]
Sent: Wednesday, August 22, 2001 8:16 AM
To: Sen.Baumgart
Subject: Env. Resources Committee Bill #219

Senator Baumgart, Chairman: Even though I have been involved in the tourism business in my same location since 1968, and do have the small business directional type billboard available to the traveling public, I still would be in favor of Bill # 219.

The only problem I as a small business - namely campground operator who depends on the traveling public - have with the bill would be the area that the fees for permits for billboards be increased. This year we were assessed a fee for the first time ever for this billboard by the state and I am assuming this is part of the upcoming action for removal down the road. I would hope that the large billboard companies - such as Collins, et.al - would be the ones carrying most the load for the fees and for the removal as they are the ones who have taken advantage of many many of our county zoning departments all along the new highway developments - WI 39/51 etc.

The cutting of foliage around such signs to create a more longer viewing time to me would only create more of a distraction to the driver as cell phones already are doing. The type signs that are popping up all over our bypass highways are not of the type that the traveling public would patronize in general and thus, we need to be more discreet in just what is allowed.

Thank you for this opportunity to comment, I sincerely hope that Wisconsin can remain Green & Clean - billboard blight free for our traveling tourist and for them to be able to see the trees and the forests.

Linda M. Kenworthy Terrace View Campsites Hwy 8 (W5220 Terrace View Road) Tomahawk, WI 54487 715/453-8352
since 1968

Henderson, Patrick

From: Mindy Borchardt [mindy@pointonline.net]
Sent: Wednesday, August 22, 2001 10:59 AM
To: Sen.Baumgart
Subject: billboards

We were visited recently by a friend who now lives in Hawaii, and she brought her teenage (born and raised in Hawaii) daughter. The girl had never seen billboards. Her reaction, honest and direct like most teenagers, was "These are really stupid. Why do they let them put them up?"

Why indeed! Hawaii and Vermont, both famed for their scenic beauty, do not allow billboards. Last I heard, neither of them lacks for tourists. Nor have I heard tales of frustrated residents unable to locate the nearest car dealer, fast food spot, or casino.

I believe that Wisconsin is equally scenic--it's just hard to see the landscape for the signs.

A moratorium on new billboard construction would be a very beneficial step towards reclaiming our scenery. I urge you to support this proposal

Mindy Borchardt
203 Union St
Stevens Point, WI 54481

Henderson, Patrick

From: BibyBob@aol.com
Sent: Wednesday, August 22, 2001 10:00 AM
To: Sen.Baumgart
Subject: Banning Billboards

Senator Baumgart, Chairman
Environmental Resources Committee
Sen. Baumgart@legis.state.wi.us.

Dear Senator Baumgart,

I am writing to register my support in favor of the bill to stop construction of any more billboards in Wisconsin.

Driving through our beautiful state of rolling hills, woods, streams and lakes is a great pleasure for myself and many others. However, the proliferation of billboards threatens to spoil the beauty we are accustomed to enjoying. For me, the presence of just one billboard detracts from the view. The more billboards we allow, the less beauty we will have and the less valuable our state will be as a tourist attraction.

I don't believe a few should be allowed to profit by taking away something of value from all the residents of the state. The visual environment, no less than the air we breathe and the water we drink, belongs to all of us.

I believe we should follow the example set in Vermont where citizens have banned billboards and preserved the beauty of their visual environment.

Thank you for considering my opinion.

Sincerely,

AUG 29 2001



Phone: 414-327-8170
FAX: 414-327-8175

2060 S. 61st. St.,
West Allis, WI 53219

August 23, 2001

Senate Committee on Environmental Resources
Room 411 South
State Capitol
Madison, WI 53702

Re: Senate Bill #219

Members of the Committee,

My name is Gerald J. Kallas M.D. and I work for Senior Residential Care of America, Inc. in Milwaukee, Wisconsin. My company will be directly affected by this proposed legislation and I wish to go on record as being opposed to this type of legislation which is "antibusiness!"

As a lifelong resident of Wisconsin and business owner, I have been concerned about what appears to be a newly evolving attitude to penalize Wisconsin business through increased taxation and legislation. When Tommy Thomson was governor, he went the extra mile to get new business to Wisconsin by getting rid of some of our archaic business taxation and legislation.

My business depends upon being able to communicate with the public, informing them of the services we are able to provide to our Elderly population. Billboards have been one advertising medium we have used with success. Removal of billboards would also affect owners whose business depends on tourists who appreciate signs directing them to restaurants, sleeping accommodations, and amusement activities. Billboards have always been a way of American life since the automobile was invented. Are we going to let another American tradition go by the wayside? I could go on and on with other examples, but I know your time is valuable, just as my time is.

Please consider my opinion and vote against this legislation.

Sincerely yours,

A handwritten signature in cursive script that reads "Gerald J. Kallas".

Gerald J. Kallas M.D.
President

"Experience The Difference - It's The Care..."

AUG 29 2001



August 24, 2001

Sen. James Baumgart
Room 306 South
State Capitol
P.O. Box 7882
Madison 53707-7882

Dear Senator Baumgart,

I am writing you today very concerned about SB 219. It appears that you have proposed a bill to eliminate outdoor advertising. As a business person who has benefited from outdoor advertising, I would like to voice opposition to this bill. It appears that the outdoor advertiser will be taxed (meaning the users of outdoor advertising will foot the bill) so that a fund is established to buy the outdoor advertisers out in the future. That is an interesting proposition, taxing a business so it can be bought out later with those same taxes.

I personally do not want to see constant billboards along a highway but there must be some "happy medium" that could be reached with outdoor advertisers and users versus elimination of outdoor advertising in the future.

Billboards serve a very legitimate purpose of advertising businesses offering services to the traveler. They give direction to inns, restaurants, service stations, recreation, etc. It allows non-profit groups to get their message in front of the public. Our local billboard company has been very gracious to the various local non-profits by donating space for such things as food drives for the homeless, anti-smoking ads, and assisting Ducks Unlimited and Pheasants Forever with their conservation messages. My insurance agency has used outdoor advertising for many years advertising our services, offering public service messages, and just saying thanks.

We have sat together promoting conservation and wetlands protection. I thank the Good Lord that you were there this spring on the wetlands bill. However, I just can't agree with you on this bill. Please look at revising the bill to reflect something like 1 billboard per some many feet on rural highways rather than elimination. That serves the public and business.

Sincerely,

A handwritten signature in dark ink, appearing to read "L. Knogdler".

Lon Knogdler, President

cc: Sen. Robert Wirch
Schubert Media
Orde Advertising, Inc.

ELMER A. GOETSCH

LTC, US Army Retired

7524 Island View Road, Three Lakes, WI 54562-9216

(715)546-2340 elmarag@newnorth.net fax (715) 546-2340

24 August 2001

Senator Roger M. Breske
Wisconsin State Capitol
Post Office Box 7882
Madison, WI 53707-7882

Dear Senator Breske:

I was delighted to hear that Governor McCallum will veto the provision in the budget that would have allowed advertisers to cut trees and bushes on public rights of way to clear a view of their highway billboards.

While that's a win for Wisconsin's scenic beauty, there are much stronger steps to be taken and I believe Senate Bill 219 drafted by Senator Baumgart will do that. I understand that bill would:

Stop construction of new billboards.

Selectively and gradually purchase and remove existing billboards, the cost to be defrayed by increasing the annual billboard permit fees.

Give advertisers whose billboards have been removed priority for the standard highway tourist directional signs.

Tourism is extremely important to Wisconsin's economy, far more so than the billboard industry. Especially for our beautiful Northwoods, we must make every effort to protect and restore the pristine countryside we used to have along the major highways. A particular example is rebuilt US51 north of Wausau, which has been desecrated by the proliferation of billboards.

You should listen to spokespersons for the billboard interests just as you should listen to all your constituencies. So I urge you to listen carefully to the quieter voices of the general public, which lack direct profit-making motives of the billboard industry. Surveys for years consistently show that the primary reason people come North is for its beauty and serenity. That's the voice to heed.

Senate Bill 219 is to receive a hearing before the Senate Environmental Resources Committee next Thursday, August 30th. I urge you to support SB 219.

Sincerely yours,



Copy furnished:
Senator Baumgart



Media, Inc.

412 E. Lake Shore Dr. Ashland, WI 54806

(Office) 715-682-3454

(Fax) 715-682-3455

August 27, 2001

To: Members of the Committee on Environmental Resources
From: Alan Ralph, manager of PR Media, Inc.

Dear Committee Members:

I am writing in opposition to Senate Bill 219.

As the manager of a small outdoor advertising company based in Ashland, I find it ludicrous that SB 219 has been introduced in its present form.

It's one thing to oppose the construction of new billboards, but quite another to suggest funding the elimination of a business with its own money (through fees)! Unbelievable!

Is it now the goal of the legislature to seek and destroy businesses that some legislators don't like? What ever happened to having a substantive dialogue with the objective of striking a balance that meets the needs of all involved?

To take cheap shots at the outdoor advertising industry also affects those who use outdoor advertising, and find it effective. Is the motivation to remove billboards so strong that a "take no survivors" attitude prevails in Madison?

Are legislators prepared to tell businesses back home that they can no longer use an inexpensive, effective form of advertising?

I believe that when a problem exists, be it perceived or actual, thoughtful and fair individuals, including legislators, should seek a realistic and reasonable solution. Not jam it down someone's throat as SB 219 does.

Alan Ralph; manager, PR Media, Inc. Ashland, Wi.

AUG 28 2001

CMC Cleary Management Corporation

301 Sky Harbour Drive • La Crosse, Wisconsin 54603 • (608) 783-7500 • FAX (608) 781-6160

August 27, 2001

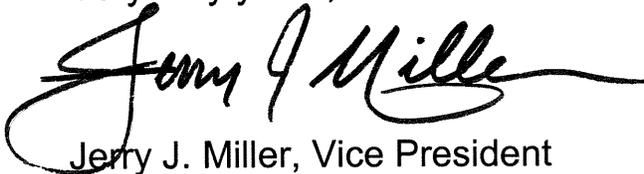
The Honorable James R. Baumgart
Room 306 South
State Capitol
P.O. Box 7882
Madison, Wisconsin 53707-7882

Dear Senator Baumgart:

This letter is to go on record in opposition of Senate Bill 219 (Billboard Ban).

Our corporation finds billboards a very effective way to sell our products.

Very truly yours,



Jerry J. Miller, Vice President
Business & Real Estate Development



Golf Course Owners of Wisconsin, Inc.
W5506 Hwy G, Suite 200
Mauston WI 53948

Tel: 608.847.7968
Fax: 608.847.6986
Email: wisgolf@mwt.net

August 28, 2001

Senator James Baumgart
State Capitol
PO Box 7882
Madison WI 53707-7882

Dear Senator Baumgart;

We must register our opposition to your bill, SB 219, to create a "billboard elimination grant program." The idea that you want to eliminate billboards is a direct assault on one of Wisconsin's largest tourism groups and we urge you to reconsider your position.

Since most of Wisconsin's golf courses are located "out in the country", we depend heavily on billboard advertising to help our customers find our businesses. We need those signs because there are very few alternatives to them and nothing is more effective than a well-kept sign pointing Wisconsin's tourists to our destinations. By eliminating them or taxing them out of existence, you and your co-sponsors put yet another roadblock to success in the path of the many small operators of Wisconsin's courses.

Making a profit and creating jobs is difficult enough in the face of competition from tax subsidized public courses at the municipal, county and state level and the tons of red tape forced on golf course owners by local and state government and this bill is yet another attempt to make the business climate in Wisconsin even more difficult.

We work hard to make Wisconsin a great place to visit but all that work is wasted if the customer can't find us. Please consider this when pushing this legislation.

Yours truly,

Richard Roellig Sr.

Richard Roellig, Sr.
Executive Director
Golf Course Owners of Wisconsin



Henderson, Patrick

From: Carol Ann Rittenhouse [hicar@execpc.com]
Sent: Wednesday, August 29, 2001 6:54 PM
To: Sen.Baumgart
Subject: STOP CLUTTERING OUR WISCONSIN NATURAL LANDSCAPE WITH BILLBOARDS!!!

Senator Jim Baumgart--I want to thank you for myself, for my family and for my grandchildren's yet unborn babies for the work you are doing to Stop the Clutter of Commercialism within our wonderful Wisconsin landscapes!!

I would gladly march and carry a flag or something similar to save us from having to look at more Huge Consumeristic Displays. I want you to Forward this to Whomever you feel will be open to My Viewpoint.

I have known Wisconsin since before Credit Cards, Before Scotch Tape, and Before Television. I am in love with its natural beauty, changing weather, and diversity.

Please allow me to help in the Billboard Battle. I want to stop them all. We need to emulate Vermont, and other states that have the Vision to Know that Beauty is the Best--for Peaceful Living, for Wisconsin Tourism \$\$\$,\$\$\$,\$\$\$, and even for those who would advertise.

Neat little uniform signs in clusters is the way to handle directions to places, as is now evidenced on the freeways.

Please let me know how I can help further in this Challenge of "Wisconsin Wonder Awareness."

Delightedly thanking you, Jim, for your hard work,

Carol Ann Rittenhouse, N8120 Franklin Road, Plymouth, WI 53073

Henderson, Patrick

From: jfawley@server-products.com
Sent: Wednesday, August 29, 2001 4:08 PM
To: Sen.Baumgart
Subject: Billboard Control

Dear Senator Baumgart,

I have noticed more and more billboards along the roads and in the landscape.

These signs are ruining the scenery and the charm of Wisconsin, and I object to annoying commercial messages that I cannot avoid seeing.

I have no use for advertisements on large signs and believe that the great outdoors should remain free of visual pollution.

I urge you to sponsor or co-sponsor legislation that will prevent the construction of any more billboards and that will allow for gradual removal of existing billboards.

Please do the right thing and take steps to preserve our natural scenery and outdoor heritage.

Sincerely,
Jennifer Fawley
Sussex, WI
jfawley@server-products.com